BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Certificate in Hospitality Pearson BTEC Level 3 National Subsidiary Diploma in Hospitality Pearson BTEC Level 3 National Foundation Diploma in Hospitality Pearson BTEC Level 3 National Diploma in Hospitality Pearson BTEC Level 3 National Extended Diploma in Hospitality
Unit number and title	**Unit 23: Personal Selling and Promotional Skills for Hospitality**
Learning aim(s)	**C:** Demonstrate personal selling skills for a hospitality product or service
Assignment title	**My personal selling skills**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing your work as a trainee in a marketing department. Your manager is impressed with your written work but now wants to see your selling skills. He has asked you to make a sale to demonstrate your abilities.
Task 1	You have been asked to demonstrate that you can make an effective personal sale. This sale could be made at your part-time job or on work experience. You may use a role play, but this must **not** be scripted and answers pre-prepared and read as this would not allow the demonstration of their skills or show you effectively responding to customers. During the sale you will demonstrate your: ● Personal attributes (product knowledge, empathy, persuasion, personal presentation) ● Verbal communication skills (listening and questioning) ● Non-verbal communication skills (body language) ● Assertiveness ● Negotiation skills You will be expected to make the sale a success by showing knowledge of the features and benefits of the product or service, making add-on sales or upselling where appropriate, handling any objections, closing and recording the sale and encouraging repeat sales.

	After the sale you will write a reflection on the effectiveness of the sale and recommend improvements that could be made to your personal selling skills.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.D3	Evaluate the effectiveness of the sale reflecting on personal skills and recommending improvements.
C.M3	Demonstrate effective skills and customer knowledge when making a personal sale.
C.P6	Explain why it is important to know the customer and the buying process when making personal sales
C.P5	Demonstrate appropriate personal selling skills when making a personal sale.
Checklist of evidence required	A personal statement reflecting on the effectiveness of the personal selling skills demonstrated and making suggestions for improvement. Record of activity

Sources of information to support you with this Assignment	BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge. KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson
Other assessment materials attached to this Assignment Brief	*N/A*